



WCPO

# ORDER

Print Date 10/29/12

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Flight Dates **10/16/12-10/22/12**

Contract / Revision      **311598 /**

Original Date / Revision  
09/19/12    10/29/12

Advertiser **Obama / Democrat / Preside**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product

**Candidate. OFA Sked A 10.16-10.2**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1537**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-8

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	160	\$47,243.00	\$55,580.00	0.00	10/01/12	10/22/12	160	\$47,243.00	\$55,580.00
<b>Totals</b>	<b>160</b>	<b>\$47,243.00</b>	<b>\$55,580.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WCPO	10/16/12	10/22/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	22222--	:30	10	\$70.00	P-8	0.00	NM	10	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	22222--					10	\$70.00		0.00			
E 2	WCPO	10/16/12	10/22/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	22222--	:30	10	\$125.00	P-8	0.00	NM	10	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	22222--					10	\$125.00		0.00			
E 3	WCPO	10/16/12	10/22/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	44444--	:30	20	\$200.00	P-8	0.00	NM	20	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision 311598 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 09/19/12/ 10/29/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WCPO	10/16/12	10/22/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	44444--	:30	20	\$200.00	P-8	0.00	NM	20	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	44444--	20		\$200.00		0.00						
E 4	WCPO	10/20/12	10/20/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S-	1		\$50.00		0.00						
E 5	WCPO	10/20/12	10/20/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	2	\$70.00	P-8	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S-	2		\$70.00		0.00						
E 6	WCPO	10/20/12	10/20/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S-	1		\$175.00		0.00						
E 7	WCPO	10/20/12	10/20/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	2	\$160.00	P-8	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S-	2		\$160.00		0.00						
E 8	WCPO	10/21/12	10/21/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S	1		\$50.00		0.00						
E 9	WCPO	10/21/12	10/21/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	2	\$75.00	P-8	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S	2		\$75.00		0.00						
E 10	WCPO	10/21/12	10/21/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$175.00	P-8	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S	1		\$175.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		WCPO	10/16/12-10/22/12	SU GMA 7-8a	7-8a		-----Su	:30	<del>(\$175.00)</del>	0.00	NM				
Credited															
[-\$360. Moving to next week's flight.]															
E 11	WCPO	10/21/12	10/21/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$190.00	P-8	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S	2		\$190.00		0.00						
E 12	WCPO	10/16/12	10/22/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11111--	:30	5	\$125.00	P-8	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	11111--	5		\$125.00		0.00						
E 13	WCPO	10/16/12	10/22/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	11111--	:30	5	\$100.00	P-8	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	11111--	5		\$100.00		0.00						
E 14	WCPO	10/16/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$185.00	P-8	0.00	NM	4	\$740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	11111--	5		\$185.00		0.00						





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Contract / Revision 311598 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 09/19/12/ 10/29/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 25	WCPO	10/16/12	10/22/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	7	\$400.00	P-8	0.00 NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					7	\$400.00		0.00		
E 26	WCPO	10/16/12	10/22/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	11111--	:30	5	\$465.00	P-8	0.00 NM	5	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	11111--					5	\$465.00		0.00		
E 27	WCPO	10/22/12	10/22/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$2,000.00	P-8	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	M-----					1	\$2,000.00		0.00		
E 28	WCPO	10/22/12	10/22/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$1,000.00	P-8	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	M-----					1	\$1,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WCPO	10/16/12-10/22/12		Monday Prime C		10-11p	M-----	:30		<del>(\$1,000.00)</del>		0.00 NM		
Credited														
[will be adding spots to end of contract. ]														
E 29	WCPO	10/16/12	10/16/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$800.00	P-8	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	-T-----					1	\$800.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WCPO	10/16/12-10/22/12		Tuesday Prime C		10-11p	-T-----	:30		<del>(\$800.00)</del>		0.00 NM		
Credited														
[will be adding spots to end of contract. ]														
E 30	WCPO	10/17/12	10/17/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	--W----					1	\$4,000.00		0.00		
E 31	WCPO	10/18/12	10/18/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$800.00	P-8	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	---T---					1	\$800.00		0.00		
E 32	WCPO	10/19/12	10/19/12	Friday Prime B Friday Prime B	CM	9-10p	----F--	:30	1	\$500.00	P-8	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	----F--					1	\$500.00		0.00		
E 33	WCPO	10/21/12	10/21/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$1,000.00	P-8	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	-----S					1	\$1,000.00		0.00		
E 34	WCPO	10/16/12	10/22/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	7	\$450.00	P-8	0.00 NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF-S					7	\$450.00		0.00		
E 35	WCPO	10/16/12	10/22/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	11111--	:30	5	\$275.00	P-8	0.00 NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	11111--					5	\$275.00		0.00		



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Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	WCPO	10/16/12	10/22/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	11111--	:30	5	\$275.00	P-8	0.00	NM	5	\$1,375.00
E 36	WCPO	10/16/12	10/22/12	M-F 1202-107a Jimmy Ki M-F 1202-107a Jimmy Ki	CM	1202-107a	11111--	:30	5	\$50.00	P-8	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	11111--	5		\$50.00		0.00						
E 37	WCPO	10/16/12	10/22/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	11111--	:30	5	\$10.00	P-8	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	11111--	5		\$10.00		0.00						
E 38	WCPO	10/21/12	10/21/12	SU 1135p-1235a SU 1135p-1235a	CM	SU 1135p-1235a	-----S	:30	1	\$75.00	P-8	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S	1		\$75.00		0.00						
E 39	WCPO	10/20/12	10/20/12	ABC College Football -g ABC College Football gan	CM	258-7p	-----S-	:30	2	\$400.00	P-8	0.00	NM	2	\$800.00
Moved to Game 2. Game 1 is now Ohio State v. Purdue on Sat 10.20. Different classes of time apply.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S-	2		\$400.00		0.00						
E 40	WCPO	10/20/12	10/20/12	ABC College Football Pri ABC College Football Pri	CM	758-1130p	-----S-	:30	1	\$1,000.00	P-8	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S-	1		\$1,000.00		0.00						
N 41	WCPO	10/20/12	10/22/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	1	\$200.00	P-8	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S-	1		\$200.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WCPO	10/16/12-10/22/12	SA 7-730p	658-730p	-----Sa--	:30	<del>(\$200.00)</del>	0.00	NM				
Credited															
[-\$200. Will mg onto est 1537 current week]															
N 42	WCPO	10/20/12	10/22/12	SA 730-8p SA730-8P	CM	730-758p	-----S-	:30	1	\$200.00	P-8	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S-	1		\$200.00		0.00						
N 43	WCPO	10/16/12	10/16/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$1,200.00	P-8	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-T-----	1		\$1,200.00		0.00						
N 44	WCPO	10/22/12	10/22/12	Political Debates Political Debates	CM	7-11p	M-----	:30	1	\$5,500.00	P-8	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	M-----	1		\$5,500.00		0.00						
N 45	WCPO	10/16/12	10/16/12	Political Debates Political Debates	CM	7-11p	-T-----	:30	1	\$5,500.00	P-8	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-T-----	1		\$5,500.00		0.00						
N 46	WCPO	10/16/12	10/22/12	ABC College Football -g ABC College Football gan	CM	258-7p	-----S-	:30	2	\$400.00	P-8	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	-----S-	2		\$400.00		0.00						



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Contract / Revision     **311598**     Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision   09/19/12/   10/29/12

Order Sep   00:20:00

Advertiser   **Obama / Democrat / Presid**   Product **Candidate. OFA Sked A 10.**   Estimate #   **1537**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
														Totals	160 \$55,580.00